

ANDERSON & PICKENS COUNTIES

stormwater PARTNERS



Annual Report of Activities

YEAR 5 / JANUARY - DECEMBER 2018

JANUARY 2019

Executive Summary

The Anderson and Pickens Counties Stormwater Partner's Year Five Annual Report of Activities summarizes education, involvement, and participation programming offered by the Anderson and Pickens Counties Stormwater Partners (APCSP) community and education partners in 2018. The APCSP implements a region-wide outreach strategy to educate residents on water quantity, quality, and the cumulative impacts of stormwater.

Programming is guided by our strategic education plan, a living document which identifies target pollutants of concern (POC), outreach strategies, and short-term and long-term goals. A plan was created in 2014 using the 303(d) List of Impaired Waterbodies, Total Maximum Daily Loads (TMDLs), workshop and event surveys, and feedback from citizens and stormwater professionals in the region. Using this input, we identified our POCs as bacteria from animal waste; sediment and erosion; and fats, oils, and grease (FOG). Litter was added as a target pollutant in 2015. Our plan was updated in 2018 with input from partners at a strategic planning meeting on June 18. This updated plan describes our top three pollutants of concern (sediment, litter, and bacteria), behaviors that contribute to the pollutant load of waterways, and actions APCSP will take to educate and engage our target audiences to ultimately reduce non-point source pollution from stormwater runoff. The education plan and associated timeline can be found in Appendix C.

During 2018, our involvement with South Carolina Adopt-a-Stream (SC AAS) really took off! Clemson Extension water resources agents Charly McConnell and Kaleigh Sims are both certified SC AAS trainers. Together, they trained over 100 people as volunteer water quality monitors and introduced the program to many more. They also maintained regular monitoring sites and provided their data to the public online database.

In 2019, our sixth year of strategic plan implementation, APCSP will continue to expand programming for sediment, litter, and bacteria. Projects include an online Carolina Yards course, a farm pond workshop, septic system outreach, and continued involvement with youth and community groups.



Rachel Davis

Pickens County



Kaleigh Sims

Anderson County



Charly McConnell

Clemson University

Rachel Davis, Kaleigh Sims, and Charly McConnell are Water Resources Agents for the Clemson Carolina Clear program and work to coordinate the Anderson & Pickens Counties Stormwater Partners.

2018 Highlights

- Demonstration sites throughout the region include rain gardens and bioretention cells, floating wetlands, rain barrels, stormdrain art and markers, and shoreline plantings. These sites encourage best management practices for protecting water quality, and many are cared for by community volunteers and school groups.
- New and old stormwater education programs continue to gain momentum. APCSP hosted the field days and moderated the online discussion boards for the Fall 2018 Master Pond Manager program. Carolina Yards and rain garden presentations continue to be well-received.
- Our partnerships within Anderson and Pickens Counties are thriving. We provided educational booths at many community events including the South Carolina Botanical Garden plant sales and SC Agricultural Museum's Farm Day event. Also, this year's Clemson Extension booth at the SC State Fair was all about water quality and quantity, and it was heavily staffed by our water resources extension agents.



TOTAL OUTREACH ACTIVITIES AND TOTAL NUMBER REACHED *(estimated)*

1. APCSP Internet Resources including Facebook pages, YouTube, and websites.
NUMBER REACHED: 182,261
2. Mass Media Campaign including television, billboards, publications, and outreach materials (not including internet).
NUMBER REACHED: 1,447,383
3. Permanent Demonstration Sites across the region demonstrating diverse best management practices for protecting water quality.
NUMBER REACHED: 146
4. APCSP representation at fairs and festivals, providing information on APCSP and ways to protect water quality.
NUMBER REACHED: 477,348
5. Diverse array of public workshops, trainings, presentations, and conferences pertaining to stormwater.
NUMBER REACHED: 4,519
6. APCSP Public Involvement opportunities including rain garden installations and maintenance, storm drain marking, litter sweeps, water quality monitoring, and rain barrel sales.
NUMBER REACHED: 3,279

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Community Partners

The Small Municipal Separate Storm Sewer Systems (SMS4s) community partners in Anderson and Pickens Counties are dedicated to providing stormwater education. The partners work together to better facilitate the development of a unified approach to stormwater education and outreach throughout our region.

Local SMS4 Partner Representatives

MS4	Partner Representative
Anderson County	Jon Batson
Pickens County	Scottie Ferguson
City of Anderson	Adam Cromer
City of Belton	Scott Hanks
City of Clemson	Nathan Hinkle
City of Easley	Eric Greenwood
City of Liberty	Shirley Hughes
Town of Norris	Odell Williams
City of Pickens	Gary Woodson
Clemson University	Scott Banks



Education Partners

The education partners include agencies, organizations and individuals that share an interest in educating the public about stormwater and water quality. These educational partnerships ensure a uniform and consistent message while leveraging valuable resources, organizational strengths, and collaborations. APCSP is grateful to all of the partners and to the citizens of Anderson and Pickens Counties who are helping to keep our waterways clean and beautiful.



Mission and Goals

MISSION STATEMENT

To develop and implement a broad-based education program that informs citizens about the issues of stormwater management and explains the role they and the business community can play in solving these issues.

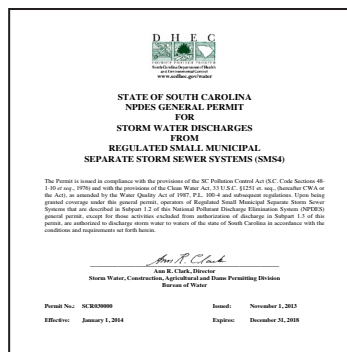
GOALS

- Maximize efficiency of stormwater education efforts using a county-wide regional approach.
- Help local SMS4s meet NPDES Phase II Stormwater Program permit requirements for stormwater education and involvement by providing educational resources and services such as public education, outreach and community involvement.
- Develop a comprehensive stormwater education plan for the region that capitalizes on local training resources to meet the needs of local SMS4s.
- Serve as a model for collaborative stormwater education.

SMS4 Permit Requirements:

SMS4s are expected to reduce pollutants to the maximum extent practicable (MEP) through six minimum control measures (MCMs):

1. Public Education and Outreach
2. Public Involvement and Participation
3. Illicit Discharge, Detection and Elimination
4. Construction Site Stormwater Runoff Control
5. Post Construction Stormwater Management
6. Pollution Prevention/Good Housekeeping for Municipal Operations



“Clemson University greatly benefits in our storm water program with the partnership with Carolina Clear and Anderson & Pickens Counties Stormwater Partners. We receive a lot of input and assistance through these partnerships.”

SCOTT BANKS

*Associate Director,
Clemson University Facilities*

SMS4s & Water Quality

A regulated Small Municipal Separate Storm Sewer System (SMS4) is any small MS4 located in an “urbanized area” (UA), as defined by the Bureau of the Census, or located outside of an UA and brought into the NPDES stormwater program by SC DHEC. Regulated SMS4s are required to have a stormwater permit and a stormwater management program that uses best management practices (BMPs) that effectively reduce or prevent the discharge of pollutants into receiving waters of the state.



US Census Bureau (2010) - Anderson County Population

- Total - 187,126

Pickens County Population

- Total - 119,224

Stormwater Permit (2014) - Urbanized Areas

- Anderson County
- City of Anderson
- City of Belton
- Pickens County
- City of Easley
- City of Liberty
- City of Pickens

Water Quality

Anderson & Pickens Counties

- TMDLs Countywide: Bacteria
- 303d List Impairments Countywide :
Bacteria, Macroinvertebrates, pH,
PCBs, Turbidity, Dissolved Oxygen,
Total Nitrogen, Total Phosphorous,
Mercury (2012 List)

www.scdhec.gov/environment/water/tmdl/

In compliance with Section 303(d) of the Clean Water Act, SC DHEC submits a list of monitored waterbodies that do not meet water quality standards to the EPA. The 303(d) list is the list of impaired waterbodies and it is used to determine if the impairment can be addressed through designating a Total Maximum Daily Load (TMDL), which is the amount of a single pollutant (such as bacteria, nutrients, metals) that can enter a waterbody on a daily basis and still meet state water quality standards. “TMDL” refers to both a calculation of a pollutant entering a waterbody as well as a document with source assessments, watershed and land use information, maps, figures, and pictures. Using this information, APCSP can better decide what pollutants or behaviors should be targeted for public education and involvement concerning local stormwater issues.

Education Plan

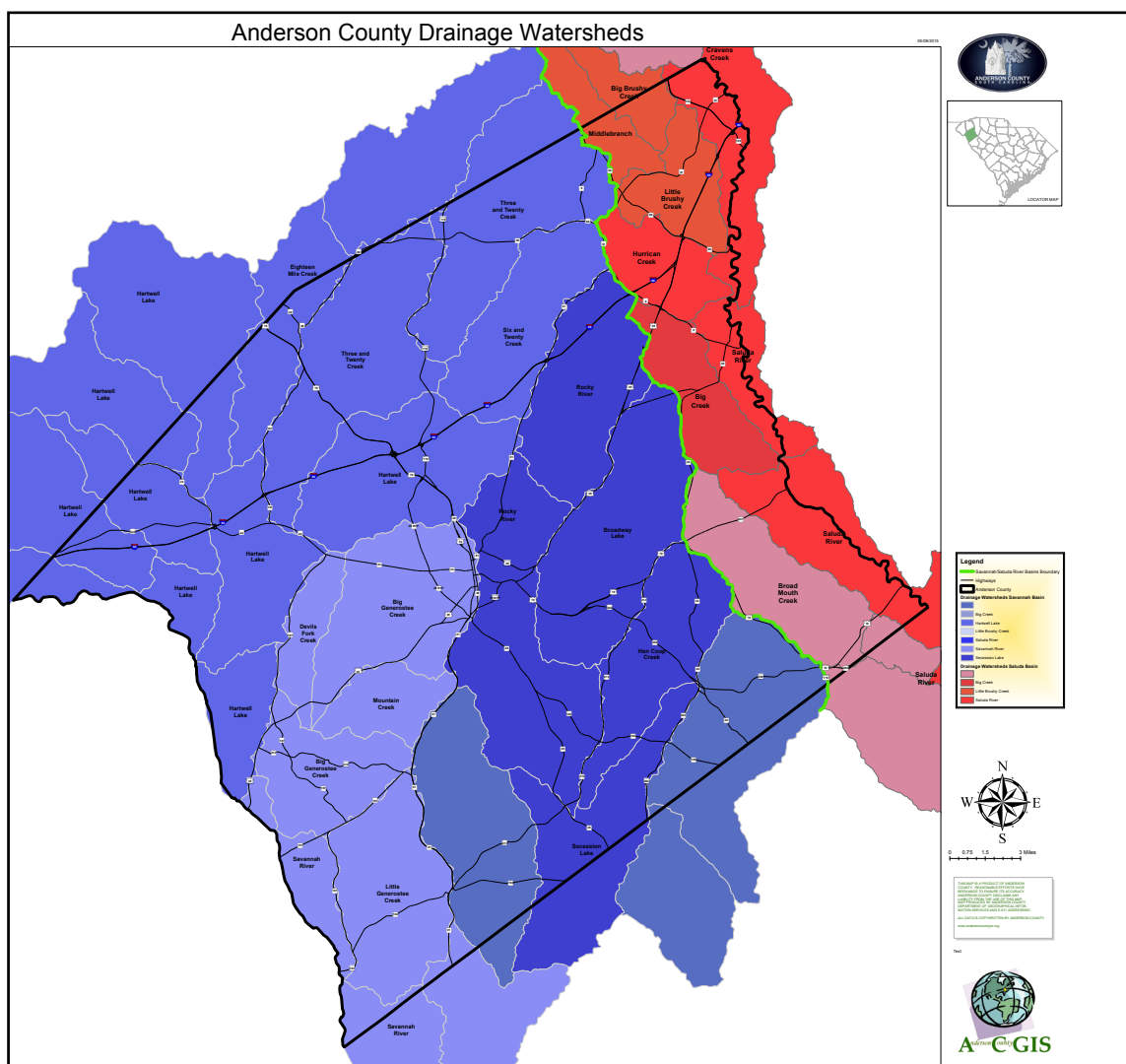
Created with input from partners at a strategic planning meeting on June 18, 2018 at the Department of Natural Resources facility in Clemson, SC. Partners included city and county staff and a council member, representatives from non-profits, Clemson University staff and students, and Clemson Extension agents. Input included prioritizing pollutants of concern, developing a list of contributing behaviors, and brainstorming barriers and benefits for each behavior. This education plan will guide the efforts of the Anderson & Pickens Counties Stormwater Partners from July 1, 2018 to June 30, 2023.

Top Three Pollutants of Concern (POCs) and Their Contributing Behaviors

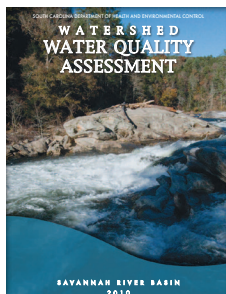
Pollutant of Concern	Contributing Behaviors
Sediment	<ul style="list-style-type: none"> Construction companies who do not properly install and maintain BMPs for erosion prevention and sediment control are contributing sediment to the local waterways. Homeowners with sediment issues who do not properly install and maintain BMPs are contributing sediment to local waterways.
Litter	<ul style="list-style-type: none"> People who contribute to roadside littering or improperly dispose of household items. People who dump their trash illegally in business dumpsters, causing them to overflow.
Bacteria	<ul style="list-style-type: none"> Septic systems that are not properly maintained/repared. FOG (fats, oils, and grease) that are not disposed of properly. Dog owners who don't pick up and dispose of their pet waste.

See complete education plan and timeline in Appendix C.

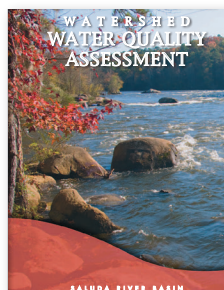
Anderson County Watersheds



Savannah River Basin

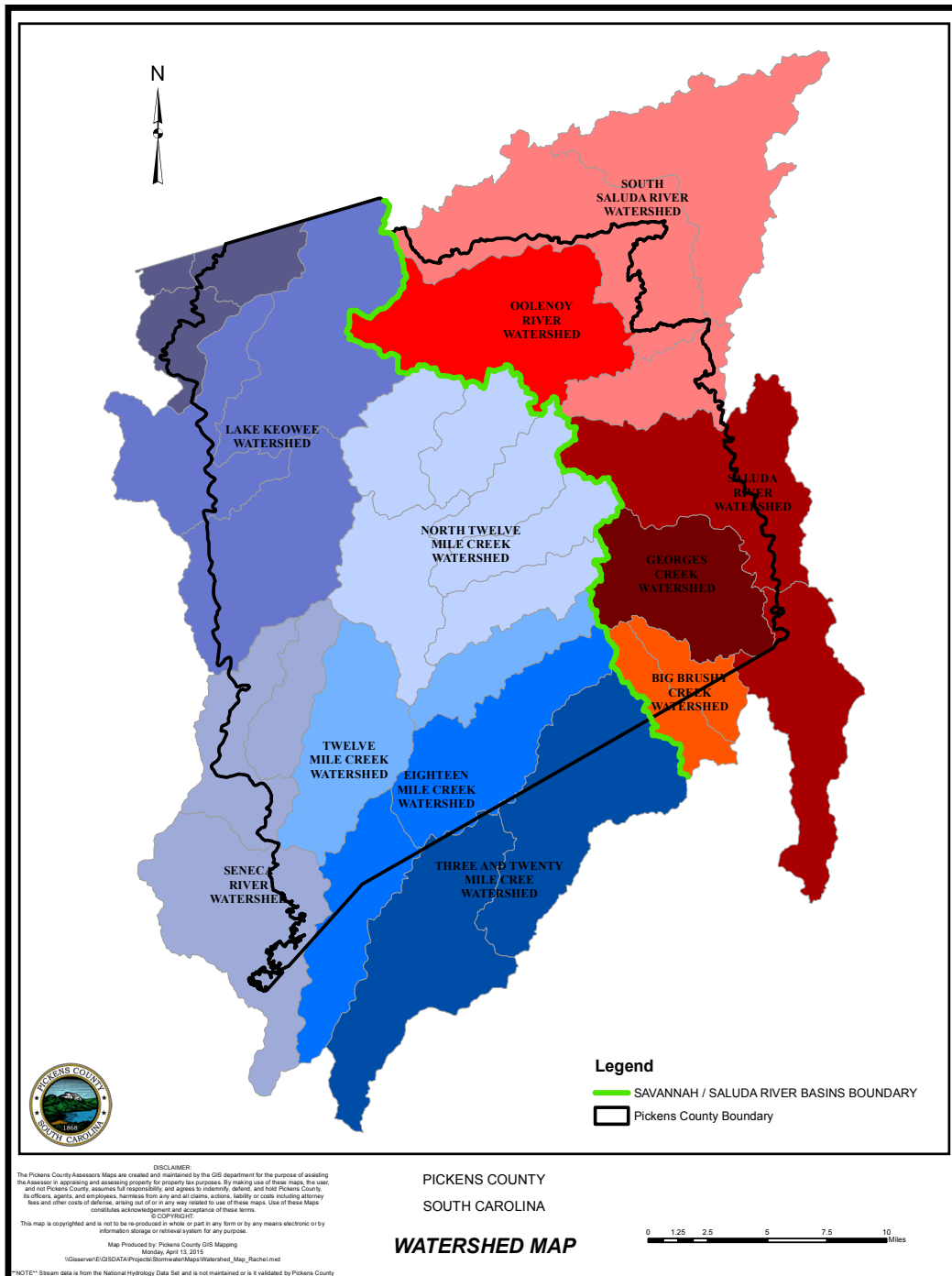


Saluda River Basin



[www.scdhec.gov/
HomeAndEnvironment/
Water/Watersheds/
ArchivedAssessments/](http://www.scdhec.gov/HomeAndEnvironment/Water/Watersheds/ArchivedAssessments/)

Pickens County Watersheds



Watershed - an area of land where all of the water, on the surface and underground, drains to a specific waterbody such as a creek, river, lake or the ocean.

River Basin - the entire geographical area drained by a river and its tributaries.

Stormwater - the water that runs off the land, generated by precipitation, snow melt, or even irrigation, and all the pollutants that this runoff picks up as it makes its way to lower points in the landscape - typically rivers, streams, and lakes. Some stormwater flows over the land; other times, it's piped out to the stream. Polluted stormwater runoff is not treated by a treatment plant, and therefore, it is considered by the Environmental Protection Agency to be the greatest threat to our nation's water quality.

Report Format

This report provides a detailed outline of the activities that took place in Anderson & Pickens Counties from January-December 2018. Each activity is briefly described along with the lead provider, supporting partners, date, estimated number of impacts, and target audiences. This report categorizes activities into public education and public involvement sections. All activities are recorded and stored in an online database that is managed by the Clemson University Carolina Clear program.

Report Categories

The *Public Education* section of this report is organized by outreach methods with these sub-section titles: mass media, publications, outreach materials, exhibits, presentations and workshops, and programs. The *Public Education & Involvement* and *Public Involvement* sections of this report are organized by program titles.

Abbreviation	
APCSP	Anderson & Pickens Counties Stormwater Partners
BMP	Best Management Practice
CEPSCI	Certified Erosion Prevention & Sediment Control Inspector
CY	Carolina Yards
EPA	Environmental Protection Agency
FOG	Fats, Oils and Grease
FOJ	Friends of Jocassee
FOLKS	Friends of Lake Keowee Society
GA AAS	Georgia Adopt-A-Stream
HGIC	Home and Garden Information Center
IECA	International Erosion Control Association
LHA	Lake Hartwell Association, Inc.
LPA	Land Planning Associates, Inc.
MCM	Minimum Control Measure
NPDES	National Pollutant Discharge Elimination System
NRCS	Natural Resources Conservation Service
PCBEAC	Pickens County Beautification and Environmental Advisory Committee
POC	Pollutant of Concern
SCBG	South Carolina Botanical Garden
SC ETV	South Carolina Education Television
SC DHEC	South Carolina Department of Health and Environmental Control

Abbreviation	
SC DNR	South Carolina Department of Natural Resources
SCMEA	South Carolina Marine Educators Association
SCNPS	South Carolina Native Plant Society
SDPC	School District of Pickens County
SMS4	Small Municipal Separate Storm Sewer System
SOS	Save Our Saluda
TMDL	Total Maximum Daily Load
UA	Urbanized Area

Abbreviation	Target Audience
A	Agriculture
B	Boat Owners, Operators, and Marinas
C	Commercial
EA	Elected and Appointed Officials
GP	General Public
HE	Higher Education
M	Municipal
NR	Natural Resources Staff
P	Pet Owners
R	Residential - Homeowners and Renters
SP	Stormwater Pond Managers
T	Technical - Engineers, Contractors, Developers, Staff
YT	K-12 Youth and Teachers

Public Education Highlight

Pet Waste Commercial

In support of widespread efforts focused on bacteria and pet waste, Carolina Clear filmed their latest media campaign on this very topic.

Bacteria are single-celled, microscopic organisms and are found everywhere. While some bacteria are beneficial, others can cause disease and may result in human health issues. One of the harmful bacteria is *E. coli*, a subgroup of fecal coliform bacteria, which is found in the intestinal tract and waste of all warm-blooded animals. The presence of *E. coli* in our waterways is a great indicator of possible pathogens that may impair those waterways. One way that *E. coli* can enter our streams is from stormwater runoff that encounters pet waste and is carried to the nearest body of water. Bacteria from pet waste is one of APCSP's pollutants of concern due to its impairment of multiple waterways throughout the two counties.

In order to address this issue, a statewide commercial was developed. The commercial encourages viewers to become a "scooper hero" by being prepared and always bringing a bag to collect pet waste for proper disposal. Billboards with the same theme were also put up throughout Anderson and Pickens Counties to help spread the message.

Increased education on bacteria and how it can be harmful to our waterways will hopefully result in an increase in knowledge and action throughout the state.



Public Education

Mass Media - Television

LEAD PROVIDER	SUPPORTING PARTNER	ACTIVITY	DATE	NUMBER OF IMPACTS	TARGET AUDIENCE
Clemson Extension	SC ETV	Featured segments on Making it Grow! by Carolina Clear agents Terasa Lott and Katie Altman	2018	23,376	R
Clemson Carolina Clear	WYFF	Pet Waste Commercial	2018	683,100	GP, P, R
APCSP	WYFF	Stormwater segment on evening news	8/1/18	85,000	GP



The Emmy Award-winning Making It Grow! is a live, interactive call-in program produced by ETV and Clemson University. Host Amanda McNulty from Clemson Extension along with Clemson Extension Resource Agents Terasa Lott and Katie Altman and featured guests focus on gardening topics, while highlighting interesting places and products from around the state.

Mass Media - Billboards

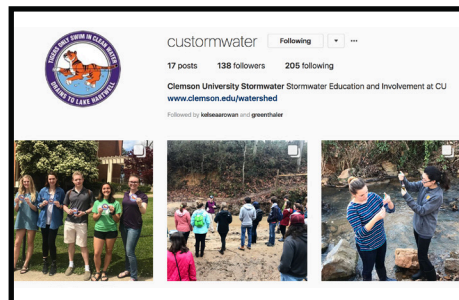
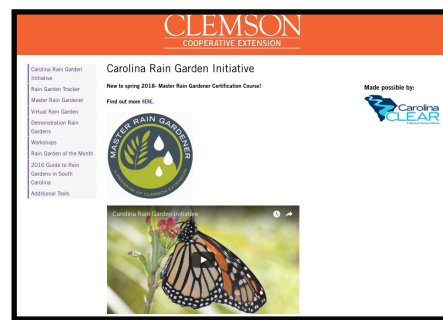
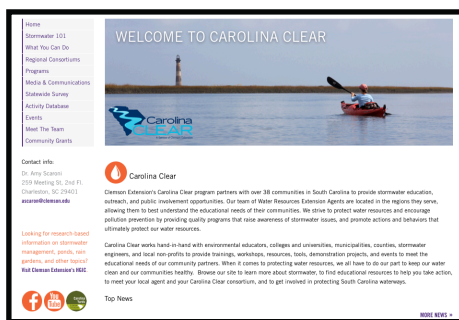
LEAD PROVIDER	SUPPORTING PARTNER	ACTIVITY	DATE	NUMBER OF IMPACTS	TARGET AUDIENCE
Clemson Extension	APCSP	Pet Waste Billboards	2018	607,700	GP, P, R

BE PREPARED. ALWAYS BRING A BAG!



Mass Media - Internet

LEAD PROVIDER	SUPPORTING PARTNER	ACTIVITY	DATE	NUMBER OF IMPACTS	TARGET AUDIENCE
Clemson Carolina Clear	Clemson Extension	Carolina Clear Website	2018	22,367	B, C, GP, P, R, T
Clemson Extension	Clemson Carolina Clear	Clemson Extension Water Team Website	2018	3,869	B, C, GP, P, R, T
Clemson Extension	Clemson Carolina Clear	Carolina Yards Website	2018	32,562	C, GP, R
Clemson Extension	Clemson Carolina Clear	Stormwater Pond Website	2018	43,001	GP, R, T
Clemson Extension	Clemson Carolina Clear	Carolina Rain Garden Initiative Website	2018	2,006	GP, R
APCSP	Clemson Carolina Clear	APCSP Website	2018	609	B, C, GP, P, R, T
Clemson Carolina Clear		Carolina Clear Facebook Page	2018	47,879	GP, HE, R, YT
APCSP		APCSP Facebook Page	2018	19,894	GP, HE, R, YT
APCSP		CU Stormwater Instagram	2018	174 followers	HE, YT
Clemson Carolina Clear		Carolina Clear YouTube Channel	2018	9,900	C, GP, M, R, YT



Publications

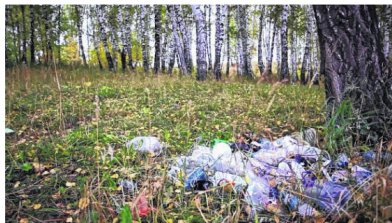
ARTICLES - NEWSPAPERS, MAGAZINES, & E-NEWS

LEAD PROVIDER	ACTIVITY	DATE	NUMBER OF IMPACTS	TARGET AUDIENCE
Morning Ag Clips E-News	SC Adopt-a-Stream	1/8/18	6,500	R, T
The Sentinel-Progress	Learning made fun at Pickens Elementary	3/5/18	1,430	R, YT
Clemson Newsstand	Clemson to lead statewide agricultural water use survey	3/8/18	514	A, EA, HE, T
The Sentinel-Progress	County lauded for anti-litter blitz	7/30/18	1,430	R
Morning Ag Clips E-News	SC Adopt-a-Stream macroinvertebrate training	8/10/18	6,500	R, T
Anderson Independent-Mail	Rain barrel sale runs through Oct. 21	9/26/18	20,638	R
UpstateToday.com	County's litter blitz nets 11 tons of trash	10/6/18		R
Clemson Newsstand	Clemson leading effort to take stock of state's water resources	10/18/18	779	EA, HE, T
Anderson Soil & Water Conservation District E-News	APCSP Strategic Planning Meeting	9/18	324	T
APCSP	Monthly e-newsletter	Monthly	344	EA, R, T

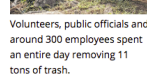
County lauded for anti-litter blitz

July 30, 2018 | Pickens Sentinel | News | 0

By: By Kasie Strickland - kstrickland@championcarolinas.com



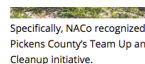
PICKENS COUNTY — An Achievement Award from the National Association of Counties (NACo) has been presented to Pickens County to honor innovative, effective county government programs that strengthen services for residents.



Specifically, NACo recognized Pickens County's Team Up and Cleanup initiative, an anti-litter program challenging residents to commit to keeping trash and debris off roadways, a spokesperson for NACo said.



The campaign was originally launched March 23 with an "anti-litter blitz." Volunteers, public officials and around 300 employees spent an entire day removing 11 tons of trash from the streets.



Social media postings about the event were wildly shared and neighboring communities soon joined in the idea, creating their own litter pick-up events.



In Pickens County, officials encouraged residents to collect at least five pieces of trash each week. Another anti-litter blitz is planned for the Fall, most likely occurring in September.

"Tourism is a vital part of our economy if we plan for it, and this includes county beautification," said Pickens County Council Chairman Roy Costner. "We love living in Pickens County because of our schools, our people, our businesses and because God has blessed us with the most beautiful place in the country. Our Team Up and Clean Up campaign is our first big step to insuring others can enjoy our county too as we invite them here to celebrate our county's 150th anniversary with us."

NACo President Roy Charles Brooks said, "Counties seize opportunities to deliver services more efficiently and build stronger communities every day. Achievement Award-winning programs are examples for counties that are determined to enhance services for our residents."

Nationally, awards are given in 18 different categories that reflect the vast, comprehensive services counties provide. The categories include children and youth, criminal justice, county administration, information technology, health, civic engagement and many more, NACo said.

NACo recognized award-winning counties at its 2018 Annual Conference and Exposition July 13-16 in Nashville/Davidson County, Tennessee.

Started in 1970, NACo's annual Achievement Awards program is designed to recognize county government innovations. Each nominee is judged on its own merits and not against other applications received, they said.

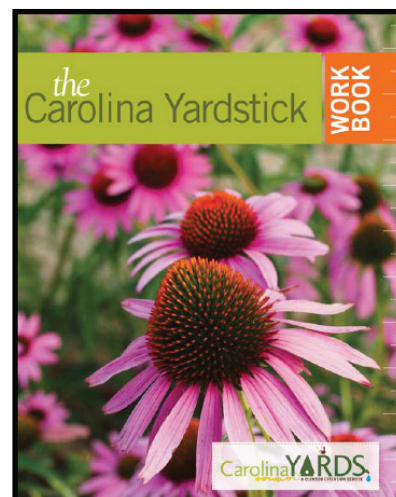
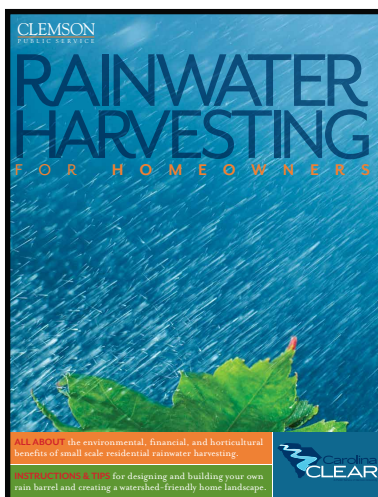
Award recognizes innovative, effective county government programs that strengthen services for residents.

By Kasie Strickland

Outreach Materials

BROCHURES, BOOKLETS, MANUALS

LEAD PROVIDER	SUPPORTING PARTNER	ACTIVITY	DATE	NUMBER OF IMPACTS	TARGET AUDIENCE
City of Anderson		Garbage Cart notice to City of Anderson	12/12/18	5,000	R
Clemson Extension	APCSP	Fats, Oils, and Grease (FOG) packets	Ongoing	Ongoing	C, R
Clemson Extension		Guide to Rain Gardens in SC Manual	Ongoing	Ongoing	R
Clemson Extension		Site Stabilization Brochures	Ongoing	Ongoing	C, R
Clemson Extension		Educational Postcard Series	Ongoing	Ongoing	GP
APCSP		Tip Sheets	Ongoing	Ongoing	B, C, HE, T, P, R, YT
Clemson Extension	CY	Carolina Yardstick Manual	Ongoing	Ongoing	C, R
Clemson Extension		Rainwater Harvesting for Homeowners	Ongoing	Ongoing	C, T, R
Clemson Extension		Auto Repair Shop Packets	Ongoing	Ongoing	C, R



Outreach Materials

GIVEAWAYS

LEAD PROVIDER	SUPPORTING PARTNER	ACTIVITY	DATE	NUMBER OF IMPACTS	TARGET AUDIENCE
APCSP	Anderson County	Anderson Humane Society handed out educational material on picking up after your pet at a golf tournament	4/25/18	120	P
APCSP	Clemson Extension	Puppy Love Kits to Anderson PAWS	5/1/18	248	P
Clemson Extension, APCSP		Pet waste giveaways to FOLKS (Friends of Lake Keowee Society) Annual Meeting	5/17/18	75	P
Clemson Extension, APCSP		Puppy Love Kits to Pickens County Humane Society, Pickens County Animal Shelter, and Lucky Pup Rescue	6/18/18	110	P
Clemson Extension, APCSP		Puppy Love Kits to Mile Creek Park and Pickens County Humane Society	7/30/18	55	P
Pickens County Humane Society		Donated rain barrel to Pickens County Humane Society Golf Tournament fundraiser	8/4/18	200	P
APCSP		Donated rain barrel to Clusters for Kids fundraiser for Pickens County Guardian ad Litem	11/10/18	400	R
APCSP		Donated wreath to Cannon Auxiliary Festival of Wreaths	12/1/18	40	R

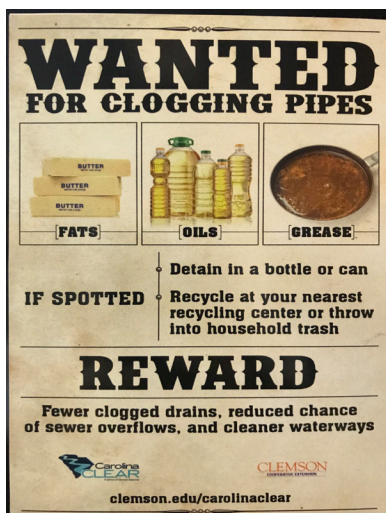


Outreach Materials

PROMOTIONAL ITEMS



PROMOTIONAL ITEM	ESTIMATED # OF IMPACTS
All In for Lake Hartwell coozies	400
All In stickers - small	500
All In stickers - large	250
APCSP Pens	500
FOG magnets	100
Choose to Reuse cups	300
Dog house waste bag dispensers	250
Environmental sticker sheets	1,000
Pet Waste tote bag	200



Public Education

Exhibits

DISPLAYS AND DEMONSTRATION SITES

LEAD PROVIDER	SUPPORTING PARTNER	ACTIVITY	DATE	NUMBER OF IMPACTS	TARGET AUDIENCE
APCSP	Anderson County, Cities of Anderson and Belton	Educational displays & posters for county and city administrative offices with materials available to the public	Ongoing	Ongoing	GP
APCSP	Pickens County, Cities of Easley, Liberty, and Pickens	Educational displays & posters for county and city administrative offices with materials available to the public	Ongoing	Ongoing	GP
APCSP		Rain Barrels in Anderson and Pickens Counties	Ongoing	65	GP, R
SMS4 Partners	APCSP	Pet Waste stations located in Anderson and Pickens Counties	Ongoing	45	GP, R
APCSP		Compost bin displays in Anderson and Pickens Counties	Ongoing	8	GP, R
City of Anderson		Permeable pavement demo site	Ongoing	1	GP, T
SMS4 Partners	APCSP	Rain gardens and bioretention cells located in Anderson and Pickens Counties	Ongoing	27	GP, R
APCSP	Belton Museum	Protecting Water Resources Display at Belton Museum	Summer 2018	225	GP, R, YT
APCSP	Pickens County Art & History Museum	Protecting Water Resources Display at Pickens County Art & History Museum	Ongoing	714	GP, R, YT



Public Education

Exhibits

FAIRS AND FESTIVALS

LEAD PROVIDER	SUPPORTING PARTNER	ACTIVITY	DATE	NUMBER OF IMPACTS	TARGET AUDIENCE
Clemson University, APCSP		Stormwater booth at Clemson University's Walk for Water Event	3/10/18	200	HE
Clemson Extension		Stormwater and SC Adopt-a-Stream booth at Greenville County's March Into Earth Day Event	3/28/18	450	R
SC Agricultural Museum	Clemson Extension	Carolina Yards and Clemson Extension booths at the SC Agricultural Museum's Farm Day Event	3/31/18	1,300	R
Clemson Extension		Stormwater and SC Adopt-a-Stream booth at the Greenville IMAGINE Festival	4/7/18	12,500	R, YT
SCBG	Clemson Extension	Carolina Yards booth at the SCBG Spring Plant Sale	4/13/18-4/14/18	1,375	R
APCSP	Clemson Extension	Stormwater booth for Career Day at Centerville Elementary	4/20/18	50	YT
APCSP	Clemson Extension	Stormwater booth at Touch a Truck event	4/21/18	120	R, YT
Clemson Extension	APCSP	Pickens Azalea Festival	4/21/18	10,000	R, YT
Clemson Extension, APCSP		Stormwater booth at Bosch's Earth Day Event	4/27/18	275	T
APCSP	Clemson Extension	Stormwater booth at Saluda River Rally	6/1/18	50	R
APCSP	Anderson County	Bacteria educational booth at Humane Society event	6/9/18	50	R
Clemson Extension		Clemson Extension & Stormwater booth at SC FFA Convention	6/12/18	1,000	YT
Clemson Extension, Carolina Clear		Clemson Extension & Carolina Clear booth at SC Association of Counties Conference	8/5/18-8/6/18	300	EA, T
Clemson Extension, APCSP		Stormwater booth at Clemson University Welcome Back Festival	8/20/18	10,000	HE
Clemson Extension		Clemson Extension & Stormwater booth at CAFLS Welcome Back Festival	8/22/18	200	HE

Public Education

Exhibits

FAIRS AND FESTIVALS

LEAD PROVIDER	SUPPORTING PARTNER	ACTIVITY	DATE	NUMBER OF IMPACTS	TARGET AUDIENCE
Clemson Extension, SC Botanical Garden		Carolina Yards table at SCBG Plant Sale	9/21/18	483	R
APCSP	Clemson Extension	Stormwater booth at National Hunting and Fishing Day	9/22/18	2,000	R, YT
Clemson Extension		Clemson Extension and Stormwater booth at CAFLS Tailgate event	9/29/18	250	R, YT, HE
City of Easley		Stormwater booth at Easley Fire Department Open House	10/10/18	1,000	R, YT
Clemson Extension		Water themed booth for Clemson Extension at the SC State Fair	10/10/18-10/21/18	443,712	R, YT
Clemson Extension		Clemson Extension Meet & Greet Program	10/24/18	44	HE
APCSP	Clemson Extension	Stormwater booth at Anderson Preparathon about flooding risks and reduction	10/27/18	1,000	R
Clemson Extension, APCSP		APCSP booth at Pickens Visitor Center Open House	11/16/18	50	EA, M



Public Education

Presentations and Workshops

LEAD PROVIDER	SUPPORTING PARTNER	ACTIVITY	DATE	NUMBER OF IMPACTS	TARGET AUDIENCE
Clemson Extension, APCSP		Composting presentation to OLLI Garden Club	1/2/18	20	R
Clemson Extension		Carolina Yards and water quality talk at Anderson Extension	2/1/18	28	R
APCSP	Clemson Extension	Adopt-a-Stream presentation and sampling at Clemson University	2/5/18	15	HE
Clemson Extension		Adopt-a-Stream presentation and sampling with the Clemson University Sustainability Leadership Class	2/8/18	25	HE
APCSP	Clemson Extension	Carolina Yards presentation for Foothills Garden Club	2/20/18	33	R
APCSP	Clemson Extension	Carolina Yards and Adopt-a-Stream presentation to Garden Club at Anderson Library	3/18/18	12	R
APCSP		Presented on stormwater quality and quantity and how partnerships could be established between APCSP and Anderson Water Resource Chamber	3/20/18	10	EA, R, T
APCSP	Clemson Extension	Presented to Keep Anderson County Beautiful about water quality issues and how to get involved	3/27/18	7	R
Clemson Extension		Stormwater presentation for the Women's Club of Easley	4/4/18	31	R



Public Education

Presentations and Workshops

LEAD PROVIDER	SUPPORTING PARTNER	ACTIVITY	DATE	NUMBER OF IMPACTS	TARGET AUDIENCE
Clemson Extension		LID: Permeable Pavement workshop	5/22/18	32	T
Clemson Extension, APCSP		Rain garden presentation for Spartanburg Master Gardeners	7/9/18	50	R
APCSP	Clemson Extension	Stormwater presentation to Duke Energy's Young Engineers	8/22/18	15	R, T
Clemson Extension		Carolina Yards Lunch & Learn	9/19/18	5	R
APCSP		SC Adopt-a-Stream presentation and sampling with CU Sustainability Leadership Class	9/20/18	31	HE
APCSP		SC Adopt-a-Stream presentation and sampling with the CU Solid Green Committee at SCBG	9/27/18	8	M, T
Clemson Extension		Clemson Extension and Stormwater presentation for CU ENR 1010 Class	10/8/18	118	HE
Clemson Extension		Master Pond Manager field days in Clemson and Anderson	10/10/18-10/11/18	34	SP, T
SC Water Resources Center		Poster presentations on rain gardens, WOW, and WOW Jr. at SC Water Resources Conference	10/17/18	325	M, T



Presentations and Workshops

YOUTH

LEAD PROVIDER	SUPPORTING PARTNER	ACTIVITY	DATE	NUMBER OF IMPACTS	TARGET AUDIENCE
Clemson Extension, APCSP		Enviroscape presentation for all 3rd graders at Centerville Elementary	1/5/18	140	YT
PCBEAC	Clemson Extension	Pickens County Traveling Trash Bash 3rd grade programs	2/6/18-3/15/18	1,200	YT
Clemson University	Clemson Extension, APCSP	WOW program classroom presentations and water sampling with Pendleton High School	2/26/18 & 3/1/18	23	YT
Clemson Extension		Enviroscape presentation for Oconee County Jr. Naturalist Club	2/27/18	11	YT
Clemson University	Clemson Extension, APCSP	Poster presentations by Daniel, Pendleton, and TL Hanna High School students based on their work with the WOW program at the Clemson Biological Sciences Annual Student Symposium	2/28/18 & 3/2/18	99	HE, YT
Clemson University	Clemson Extension	Water quality presentation to Carolina High School	3/23/18	23	YT
APCSP	Clemson Extension	Carolina High School collected water quality data on the Saluda River at Dolly Cooper Park	3/28/18	23	YT
APCSP	Clemson Extension	Enviroscape presentation as a part of the Trout in the Classroom release at Table Rock State Park	4/6/18	125	YT
Clemson Extension		Enviroscape for Garden Club at Powdersville Elementary	5/7/18	14	YT
Clemson Extension, APCSP		Judged 9th grade water quality science presentations	5/7/18	40	YT
Clemson Extension	Clemson University	Enviroscape presentation for SC Agricultural Museum school tour	5/10/18	60	YT
Clemson Extension		WOW Jr lesson on water quality at Central Elementary and Townville Elementary	5/11/18 & 5/14/18	120	YT
Clemson Extension, APCSP		Enviroscape presentation in Star Iva	5/31/18	80	YT
APCSP	Clemson Extension	Water quality lesson for Camp Discovery at Centerville Elementary	6/12/18	75	YT

Public Education

Presentations and Workshops

YOUTH

LEAD PROVIDER	SUPPORTING PARTNER	ACTIVITY	DATE	NUMBER OF IMPACTS	TARGET AUDIENCE
Clemson Extension, APCSP		Water quality lessons for Anderson District 3 STEM Camp at Sadler's Creek State Park	6/21/18	52	YT
Clemson Extension, APCSP		4-H2O Camp at South Cove County Park	6/26/18-6/28/18	11	YT
Clemson Extension		Water resources education day at Duke World of Energy	6/27/18	50	R, YT
APCSP	Clemson Extension	Enviroscape at Holly Springs Center camp	7/9/18	50	YT
Clemson Extension, APCSP		Pet waste presentation at 4-H Congress	7/12/18	100	YT
Clemson Extension		Enviroscape presentation for all 4th graders at Walhalla Elementary School	8/30/18 & 9/11/18	95	YT
Clemson Extension		Presentations on stormwater at RC Edwards Middle School in Central	9/14/18	36	YT
Clemson Extension		WOW program with Daniel High School	9/25/18 & 9/27/18	52	YT
Clemson Extension		Enviroscape presentation for SCBG Jr. Naturalist Club	10/4/18	18	YT
Clemson Extension		Enviroscape presentation for Blue Ridge Elementary School After School Program	10/5/18	60	YT
APCSP		WOW Program classroom presentations and water sampling with TL Hanna High School	10/5/18	43	YT
Clemson University, APCSP		Erosion activity for Pendleton High Farm City Day	10/19/18	1,000	YT
APCSP		WOW Jr lesson on stormwater pollution and prevention at Central and Townville Elementary Schools	10/22/18 & 10/26/18	120	YT

Public Education & Involvement

Programs

LEAD PROVIDER	SUPPORTING PARTNER	ACTIVITY	DATE	NUMBER OF IMPACTS	TARGET AUDIENCE
Clemson Extension, APCSP		Storm drain marking with the RC Edwards Middle School Robotics Club	1/19/18	7	YT
APCSP	Anderson County	Maintenance of the bioretention cell at Greenpond Landing	3/5/18	54	M
Clemson Extension		Stormwater presentation and storm drain marking with the Clemson University EcoReps	3/30/18	9	HE
APCSP	ARJWS	Installed a rain garden with ARJWS at their facility	4/18/18	6	T
Clemson Extension		Rain barrel painting at Pendleton Presbyterian Church	6/12/18	12	R, YT
APCSP	Clemson University	Aquatic Plant Workshop and demo site planting at Walker Golf Course	7/16/18	22	R, YT
APCSP	Anderson County	Soil and water education for Boy Scouts along with rain garden maintenance and planting	8/4/18	20	R, YT
APCSP	Clemson Extension	Shoreline planting and education for Girl Scouts at Chris Taylor Memorial Pond	9/3/18	7	YT
Clemson Extension		Rain barrel sale	10/24/18	37	R
APCSP	Anderson Soil and Water Conservation District	Maintenance and planting of bioretention cell at Greenpond Landing	11/26/18	10	R, M, T



Public Education & Involvement



Programs:

SOUTH CAROLINA ADOPT-A-STREAM

LEAD PROVIDER	SUPPORTING PARTNER	ACTIVITY	DATE	NUMBER OF IMPACTS	TARGET AUDIENCE
APCSP	Clemson Extension	SC AAS Chemical/Bacteria training at Clemson University	2/10/18		R, HE
APCSP	Clemson Extension	SC AAS Chemical/Bacteria training at the Anderson Civic Center	3/13/18	13	R
APCSP	Clemson Extension	SC AAS Chemical/Bacteria training in Belton	5/18/18	5	R
APCSP	Clemson Extension	SC AAS Chemical/Bacteria training in Powdersville	5/22/18	14	R, T
APCSP	Clemson Extension	SC AAS Chemical/Bacteria training at SCBG	6/5/18	11	R, HE
APCSP	Clemson Extension	SC AAS Chemical/Bacteria training at Pickens County Clemson Extension	6/22/18	13	R, YT
APCSP	Clemson Extension	SC AAS Macroinvertebrate training at SCBG	8/21/18	15	R
APCSP	Clemson Extension	SC AAS Chemical/Bacteria training at SCBG	9/14/18	13	R
APCSP	Clemson Extension	SC AAS Chemical/Bacteria training at Pickens County Clemson Extension	11/19/18	9	R
APCSP	Clemson Extension	SC AAS Chemical/Bacteria training in Aiken	12/10/18	6	HE, YT, T



Public Education & Involvement



Programs:

GREEN STEPS SCHOOLS

LEAD PROVIDER	SUPPORTING PARTNER	ACTIVITY	DATE	ESTIMATED # OF IMPACTS	TARGET AUDIENCE
SC DHEC, Sonoco Recycling	Central Academy of the Arts	Conserve - Reduce, Reuse, and Recycle; Protect- Air and Water; Restore- Habitat	2018	66	YT
SC DHEC, Sonoco Recycling	Clemson Elementary	Conserve - Reuse; Protect- Air and Water; Restore- Soil and Habitat	2018	25	YT
SC DHEC, Sonoco Recycling	Pickens Elementary	Conserve- Recycle; Protect- Water; Restore- Habitat and Soil	2018	45	YT
SC DHEC, Sonoco Recycling	Wren Elementary	Conserve- Recycle and Green Purchasing; Protect- Air and Water; Restore- Habitat and Soil	2018	40	YT
SC DHEC, Sonoco Recycling	Dacusville Middle	Conserve- Recycle and Reuse; Protect- Air and Water; Restore- Habitat and Compost	2018	60	YT
SC DHEC, Sonoco Recycling	Pickens Middle	Conserve- Recycle; Protect- Water	2018	40	YT
SC DHEC, Sonoco Recycling	Daniel High	Conserve- Recycle; Protect- Air, Water and Litter Prevention; Restore- Habitat and Soil	2018	40	YT
SC DHEC, Sonoco Recycling	Easley High	Conserve- Recycle and Reuse; Protect- Air, Water, and Litter Prevention	2018	24	YT
SC DHEC, Sonoco Recycling	Pickens High	Conserve- Recycle; Protect- Water	2018	20	YT
SC DHEC, Sonoco Recycling	Pickens County Career Center	Protect- Water; Restore- Habitat	2018	12	YT

Public Education & Involvement

Clemson Extension Programs

LEAD PROVIDER	SUPPORTING PARTNER	ACTIVITY	DATE	NUMBER OF IMPACTS	TARGET AUDIENCE
Clemson Extension	Clemson University	Post Construction BMP Inspector Course	2018	52	C, M, T
Clemson Extension	Clemson University	CEPSCI Course	2018	763	C, M, T
Clemson Extension	Clemson University	Certified Stormwater Plan Reviewer Course	2018	80	C, M, T
Clemson Extension		Master Pond Manager Course	Spring & Fall 2018	72	C, T
Clemson Extension		Carolina Yards certifications in SC	2018	424	R
Clemson Extension		Carolina Yards online course	2018	35	R
Clemson Extension		Master Rain Gardener	2018	83	R, T



Public Education & Involvement Highlight

Master Pond Manager

The Master Pond Manager (MPM) achievement course is designed to teach participants a wide range of pond management knowledge and skills using a “hybrid” format combining online and face-to-face learning. Participants can choose to complete the full, six-module e-learning, field curriculum, and exam to obtain the marketable Master Pond Manager recognition, or they can choose to pursue an abbreviated Letter of Completion in either Stormwater Pond Management or Recreational Pond Management. Topics include:



- Recreational Pond Design, Permitting, and Management Strategies
- Stormwater Pond Design, Inspection, and Maintenance
- Limnology
- Integrated Aquatic Plant Management
- Best Management Practices for Stormwater Ponds
- Fish Management



The Fall 2018 MPM course was hosted by Anderson & Pickens Counties Stormwater Partners. Online discussions were moderated by Clemson Extension water resources agents, and the two field days were held in the region. The Stormwater Pond Field Day was held at Clemson’s Madren Center and Walker Golf Course. The Recreational Pond Field Day was held at the Anderson County Clemson Extension office with a site visit to Chris Taylor Park at the Anderson Civic Center. There were 34 students total for the full course and two Letter of Completion tracks.

Public Involvement

Litter Clean Ups

LEAD PROVIDER	SUPPORTING PARTNER	ACTIVITY	DATE	NUMBER OF IMPACTS	TARGET AUDIENCE
APCSP	Clemson University	Worked with New foundations at a community litter clean up and water quality sampling demonstration at the Civic Center	3/10/18	9	YT
APCSP	Clemson Extension	Litter clean up and stormdrain marking in downtown Anderson	4/4/18	30	YT
APCSP	Anderson County	Civic center clean up day with litter pick up and shoreline planting	4/14/18	200	R, YT
APCSP	Clemson Extension	Stream litter clean up on Big Gen-erostee	6/21/18	19	R, YT
APCSP	Clemson Extension	Stream litter clean up and education on stormwater	7/12/18	22	R, YT
Clemson Extension		Litter pickup of Eastatoe Creek at Long Shoals Wayside Park	9/5/18	11	T
Pickens County		Pickens County Litter Blitz Pep Rally and Litter Blitz	9/20/18	350	EA, M, R
APCSP	Anderson Regional Joint Water	Litter clean up on Lake Hartwell	10/6/18	10	R, YT
APCSP		Campus wide litter pickup as a part of CU Solid Green Day	10/24/18	60	HE
SOS	Clemson Extension	Save Our Saluda river cleanup	10/27/18	17	R



Public Involvement

Partner Committee Meetings

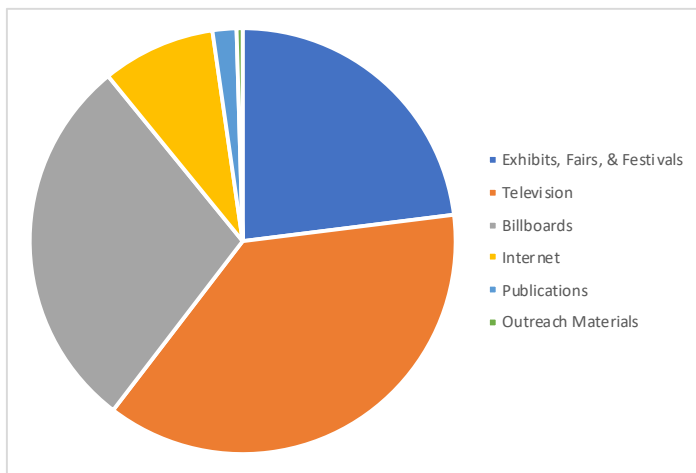
LEAD PROVIDER	SUPPORTING PARTNER	ACTIVITY	DATE	NUMBER OF IMPACTS	TARGET AUDIENCE
APCSP		APCSP Quarterly Meetings	Quarterly	20	M
APCSP		Elected & Appointed Officials Lunch & Learn	2/5/18	32	EA, M
Clemson Extension		Pickens County Advisory Committee Meeting	2/19/18	16	EA, T
PCBEAC	Pickens County, APCSP	Pickens County Beautification and Environmental Advisory Committee	Quarterly	5	R
SCASM		South Carolina Association of Stormwater Managers	Quarterly	130	T
SOS	APCSP	Save Our Saluda Board Meetings	Monthly	9	R
Solid Green		Clemson University Solid Green Committee Meetings	Monthly	18	HE, T, YT
CU SWAG		Clemson University Stormwater Advisory Group Meetings	Quarterly	24	T
Clemson University		Clemson University Sustainability Commission	Monthly	31	EA, HE
APCSP		Pickens County Environmental Education Committee	Quarterly	6	YT
Anderson County		Anderson County Soil and Water Conservation District Meetings	Monthly	8	EA, T



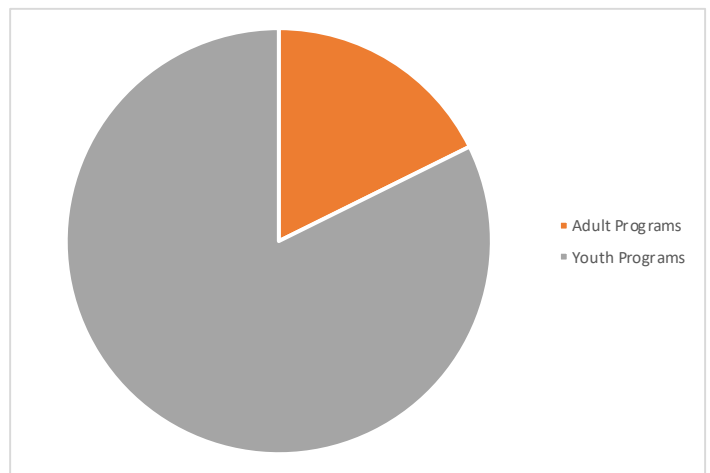
Outreach Summary

The Anderson & Pickens Counties Stormwater Partners impacted approximately 2,124,702 people through mass media, education, and involvement in 2018. Indirect outreach methods resulted in 2,116,992 impacts through mass media efforts. Direct methods reached 7,710 individuals through presentations, trainings, workshops, and public involvement opportunities.

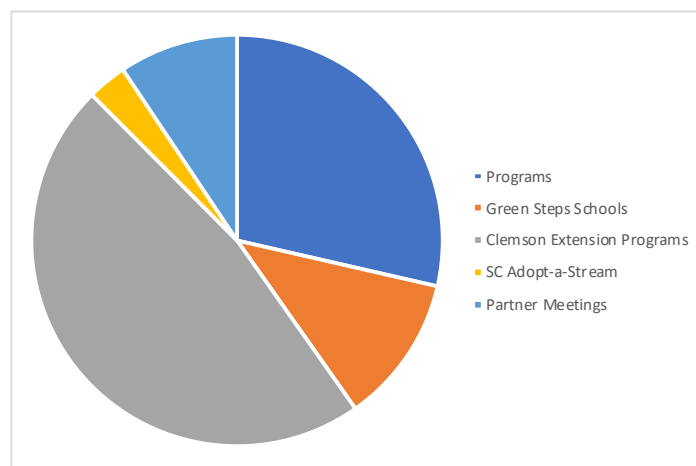
MASS MEDIA, TOTAL IMPACTS: 2,116,992



PUBLIC EDUCATION, TOTAL IMPACTS: 4,519



EDUCATION AND INVOLVEMENT, TOTAL IMPACTS: 3,191



Highlighted Articles

4T ■ WEDNESDAY, SEPTEMBER 26, 2018 ■ INDEPENDENT MAIL: YOUR HOMETOWN PEOPLE

Rain barrel sale runs through Oct. 21

Anderson and Pickens Counties Stormwater Partners is a program of Clemson University Cooperative Extension that helps to educate communities about the dangers of stormwater runoff – both the volume of water and the pollution it can deliver to waterways.

Collecting rainwater prevents it from becoming stormwater runoff that can pick up pollutants. Collecting and reusing rainwater also can lower monthly water bills. You can purchase a discounted rain barrel through the Anderson & Pickens Counties Stormwater Partners' annual sale. The 50-gallon Ivy Rain Barrels are \$68 and must be pre-ordered online at www.rainbarrelprogram.org/stormwaterpartners by Oct. 21. Pick-up is at Clemson's Environmental Toxicology facility (CU-ENTOX) in Pendleton from 2-6 p.m. Oct. 24.

For more information, visit www.clemson.edu/carolinaclear/apcsp and follow us on Facebook.

Several Upstate groups have been busy this summer cleaning up litter that has found its way to local streams. Volunteers with the United Way of Anderson Youth Group, Anderson Regional Joint Water Supply, Keep Anderson Beautiful, Anderson County Stormwater, and Duke Energy recovered 42 bags of trash and 10 tires from Big Generostee Creek in Anderson and Little Eastatoe Creek in Pickens.

To learn more about stormwater, visit the Pickens County Art & History Museum in Pickens, where a new interactive display will help you understand what watershed you live in and offer solutions to prevent water pollution.



By collecting rainwater, rain barrels can prevent pollution and lower water bills.
SUBMITTED

Appendix A

Highlighted Articles



Third graders having a blast in school.

Learning made fun at Pickens Elementary

By Katie Strickland
kstrickland@chaparralnews.com

PICKENS — There's been some pretty cool things happening over at Pickens Elementary School where students have been getting "hands on" with their studies.

Mrs. Alexander's fourth grade class got in touch with their inner artist side when they crafted

3-d bowls in the style of French artist, Henri Matisse.

Matisse, known primarily for his use of color and fluid draftsmanship, was a print-maker and sculptor — but is known primarily as a painter.

He is commonly thought of as one of the artists who best helped to define the revolutionary developments in the visual arts and is credited with

significant developments in both painting and sculpture.

PES third graders spent an afternoon learning all about the importance of recycling, water conservation, litter control and storm water pollution thanks to the "Traveling Trash Bash."

The Traveling Trash Bash is made up of volunteers who present material that correlates with

third-grade curriculum standards. It's a program designed to be a fun and interactive way to learn with "stations" for each topic.

Educational materials are given to each child to take home, thereby extending the outreach of information to families and friends.

Rach Kates Strickland at 864-855-0355.

The Traveling Trash Bash is made up of volunteers.

Getting messy while learning.

Educational materials are given to each child to take home.

Mrs. Alexander's fourth grade class crafted 3-d bowls.

A Pickens Elem student working on his project.

Students crafted 3-d bowls in the style of French artist, Henri Matisse.

PES third graders spent an afternoon learning all about the importance of recycling.

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Who says learning can't be fun?

Appendix B

Highlighted Outreach Materials



PET WASTE PLEDGE

- I will always pick up my dog's waste and put it in the trash.
- I will pick up the backyard on a regular basis.
- I will encourage others to clean up after their pets.

I _____ (your name), resident of _____
 (city where you live) *pledge my family's commitment to do the right thing and pick up after our pet in order to protect the local water quality and maintain a clean and healthy community.*

Pet name(s) _____ Breed _____

Signed by _____ on this date _____

May we list your name on our Facebook page? _____

WHEN DOOTY CALLS, TRASH IT!



I commit to always cleaning up after my dog.

Reducing the amount of harmful bacteria in our water is important to me!

ANDERSON & PICKENS COUNTIES

stormwater
PARTNERS
A CLEMSON EXTENSION SERVICE


Though picking up after your pet may not be something you like to do, it is something you *should* do. After all, harmful bacteria in pet waste left on the ground can be picked up by stormwater and pollute the waterways that we use for drinking, fishing, and swimming.

Did you know? *A single gram of dog feces can contain 23 million fecal coliform bacteria, which can spread diseases like Giardia, Salmonella, and Campylobacter!*

Sign the pledge and **become a solution to stormwater pollution!**

Appendix B

Highlighted Outreach Materials

COMPOSTING
FOR HEALTHIER
SOIL

Composting is the process of breaking down organic materials, such as leaves, grass clippings and food waste, from your home or landscape into a nutrient-rich product that can be used in your yard or garden. It is a naturally occurring process but can be accelerated and improved under certain conditions.

Adding compost to your garden is beneficial no matter your soil type. For example, compost helps sandy soils retain water and nutrients, and it improves drainage and aeration in heavy, clay soils. It can reduce the risk of "crusting," which causes more water to run off than to soak into the ground. Compost also contains beneficial organisms that build up the soil and make nutrients available to plants. Improving your soil is the first step towards growing healthy plants.

CLEMSON
COOPERATIVE EXTENSION



CREATING COMPOST

A good rule of thumb is to add two parts "green" to one part "brown." The smaller the material going in, the more quickly it will break down.

Nitrogen-rich "greens":

- Fresh yard waste
- Fruit and vegetable scraps
- Eggshells
- Coffee grounds and tea bags

Carbon-rich "browns":

- Dried leaves
- Straw and hay
- Wood chips
- Paper products

What not to compost

- | | |
|---|----------------------------------|
| x Pesticide-treated plants or clippings | x Meat, fish, cheese or dairy |
| x Invasive weeds or weeds with seeds | x Fats, oil or grease |
| x Diseased or pest-infested plants | x Cat or dog feces, kitty litter |

In addition to drawing pests or resulting in unwanted smells, these items may result in pathogens that could be a health hazard.

For more information on composting practices please see clemson.edu/hgic. For more information on environmentally friendly landscaping practices, please see: www.clemson.edu/carolinaclear and www.clemson.edu/cy.

Clemson University Cooperative Extension Service offers its programs to people of all ages, regardless of race, color, gender, religion, national origin, disability, political beliefs, sexual orientation, gender identity, marital or family status and is an equal opportunity employer.

Appendix C: Education Plan

Sediment

1. Erosion from Construction Sites
2. Residential Erosion

1. Erosion from Construction Sites

Target audience: Construction companies who do not properly install and maintain BMPs for erosion and sediment control

Problem: Some construction companies do not properly install and maintain BMPs for erosion prevention and sediment control.

Goal: Decrease time to stabilization and amount of bare soil.

Objective: Increase the number of construction sites that utilize BMPs for sediment control in a timely manner.

Message	Format and distribution	Resources	Evaluation
<ul style="list-style-type: none"> • It is the law to stabilize. • Save time and money by doing it right. 	<ul style="list-style-type: none"> • Silt Fence and Beyond • CEPSCI • Economics brochure • LID workshops • IECA Field Day • Post Construction BMP Inspector • Homebuilder's Association presentations 	<ul style="list-style-type: none"> • SCASM • Municipalities • University • Contractors and construction companies 	<ul style="list-style-type: none"> • Number of people who attend workshops & evaluation data • Number of brochures distributed

Actions:

- Host Silt Fence and Beyond workshop, with a new focus on economics.
- Create brochure that focuses on economics at pre-con meetings, directly to construction companies, Homebuilder's Association, etc.
- Continue offering and offer support for CEPSCI, IECA Field Day, LID workshops and other existing programs.

2. Residential Erosion

Target audience: Homeowners

Contributing behavior: Homeowners with sediment issues who do not properly install and maintain BMPs are contributing sediment to local waterways.

Goal: Decrease time to stabilization and amount of exposed soil.

Objective: Increase the number of BMPs installed for sediment control in a timely manner.

Education Plan, contd.

Message	Format and distribution	Resources	Evaluation
<ul style="list-style-type: none">• Bare soil negatively impacts our water health.• Sites need to be stabilized ASAP.• Riparian buffers help protect your land from erosion.	<ul style="list-style-type: none">• Billboards• Newspaper articles• Factsheet geared toward homeowners• Carolina Yards (CY) & Rain Garden workshops• Rain barrel sale, painting, building, etc.	<ul style="list-style-type: none">• University• Municipalities• Home & Garden Information Center (HGIC)	<ul style="list-style-type: none">• Number of people who attend & participant evaluation from workshops• Rain barrels sold• Viewership from billboards/newspaper• CY certifications• Number of phone calls asking for help
	Format and distribution, contd.		Evaluation, contd.
	<ul style="list-style-type: none">• Riparian buffer workshop• Master Pond Manager & Master Rain Gardener		<ul style="list-style-type: none">• Number of rain gardens installed• Riparian buffer demo site• Number of people accessing erosion factsheet
Actions: <ul style="list-style-type: none">• Host Carolina Yards & Rain Garden workshops.• New and existing rain barrel programs.• Host Master Pond Manager and Master Rain Gardener courses.• Create homeowner erosion factsheet.• Create regional billboard.			

Litter

1. Litter
2. Illegal Dumping

1. Litter

Target audience: People Who Litter

Contributing behavior: People who contribute to roadside littering or improperly dispose of household items.

Goal: Decrease litter found on the land and in waterways.

Education Plan, contd.

Objective: Increase litter clean up campaigns for streams.

Message	Format and distribution	Resources	Evaluation
<ul style="list-style-type: none"> Litter is getting into the stormwater systems and our streams, polluting the environment and potentially causing storm drain failure. Litter can negatively affect tourism and property values and can increase crime. 	<ul style="list-style-type: none"> Mass media Factsheets Newspaper articles Who to Call List List of approved dump locations Community clean-up efforts 	<ul style="list-style-type: none"> Municipalities University Invested organizations in the county (Keep America Beautiful, Adopt a Highway) Palmetto Pride or other grants for litter prevention and clean-up Solid waste departments Law enforcement/litter officers 	<ul style="list-style-type: none"> Number of organized clean ups on streams Number of published articles about litter clean ups Number of bags of waste picked up

Actions:

- Create or streamline online resources, including Who to Call list.
- Organize stream clean ups.

2. Illegal Dumping

Target audience: People dumping trash in business dumpsters

Contributing behavior: People who dump their trash illegally in business dumpsters, causing them to overflow.

Goal: Decrease illegal dumping and overflowing of business dumpsters.

Objective: Increase awareness and education of illegal dumping.

Message	Format and distribution	Resources	Evaluation
<ul style="list-style-type: none"> Dumping homeowner trash in business dumpsters is illegal. 	<ul style="list-style-type: none"> Mass Media Fact Sheets Educational packets for businesses Who to Call List List of approved dump locations 	<ul style="list-style-type: none"> Municipalities University Chamber of Commerce Solid waste departments Law enforcement/litter officers 	<ul style="list-style-type: none"> Number of signs distributed

Education Plan, contd.

Actions:

- Create or streamline online resources, including Who to Call list
- Create signage for businesses with link to resources

Bacteria

1. Septic System Maintenance
2. FOG Disposal
3. Dog Waste

1. Septic System Maintenance

Target audience: Homeowners on septic

Contributing behavior: Septic systems that are not properly maintained/repared.

Goal: Decrease bacteria contributed by failing septic.

Objective: Increase awareness and proper maintenance of septic systems.

Message	Format and distribution	Resources	Evaluation
<ul style="list-style-type: none"> • Failing septic contributes to pathogens in the environment that can make humans sick. • Save money by maintaining instead of waiting for failure. 	<ul style="list-style-type: none"> • Billboards • Newspaper articles • Updated fact sheets/postcards • Economic emphasis • Septic workshops 	<ul style="list-style-type: none"> • DHEC factsheets • 319 grants • Septic companies • Realtors • University 	<ul style="list-style-type: none"> • Number of people who attend workshops & program evaluations • Self-reporting on state survey • Site specific website hits on developed web-based material • Number of magnets distributed

Actions:

- Create map for septic in our counties and determine problem areas.
- Create workshop/presentation for septic owners.
- Develop online resources - contractors, tips for inspection.
- Update septic postcard and create magnet.

2. FOG Disposal

Target audience: Homeowners and rental properties

Contributing behavior: FOG (fats, oils, and grease) that is not disposed of properly.

Goal: Decrease bacteria contributed by FOG-related sewer overflows.

Objective: Increase awareness and proper disposal of FOG.

Education Plan, contd.

Message	Format and distribution	Resources	Evaluation
<ul style="list-style-type: none"> FOG down drains can clog pipes and lead to sewer overflows. Save money on pipe repairs by properly disposing of FOG. 	<ul style="list-style-type: none"> Apartment-specific FOG info Updated postcard Newspaper articles 	<ul style="list-style-type: none"> Municipalities/ wastewater utilities Apartment rental offices HOAs DHEC 	<ul style="list-style-type: none"> Number of educational materials distributed

Actions:

- Distribute FOG magnets/ FOG lids to apartment complexes.
- Create poster/door hanger for apartment complexes.
- Write newspaper articles regarding residential FOG.

3. Dog Waste

Target audience: Pet owners

Contributing behavior: Dog owners are not properly picking up and disposing of their pet waste.

Goal: Increase the amount of pet waste picked up and thrown away.

Objective: Increase awareness about why people should clean up after their pet.

Message	Format and distribution	Resources	Evaluation
<ul style="list-style-type: none"> Pet waste contributes to bacteria pollution of our surface water. A small change in habit can make a big difference for water quality. Utilize pet waste stations when available. 	<ul style="list-style-type: none"> Commercial and billboards Factsheet Dog park signage and education Puppy packets with educational material at dog adoption centers 	<ul style="list-style-type: none"> University Adoption clinics Dog parks 	<ul style="list-style-type: none"> Number of signed puppy pledges Number of pet waste bags clips distributed Viewership of mass media campaign Number of public events /programs where relevant information is distributed

Actions:

- Distribute pet waste bag clips.
- Get puppy pledges signed at adoption centers.
- Mass media campaign - commercial and billboards.
- Update postcard.
- Create signage for pet waste stations.

Education Plan, contd.

[illegible]

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